

WHAT IS CLAIMED IS:

1. A method for automatically preparing a customized reply to each response communication from a plurality of clients, each response labeled to correspond to a labeled communication sent to each of the plurality of clients, the method comprising:

(a) receiving a plurality of responses, each response comprising a unique label to identify each response as coming from a particular client, each response comprising non purchase response option information;

(b) inputting response option information and corresponding client identification into an automated reply generation system;

(c) preparing a reply specific to each response of the plurality of responses, each reply comprising a label corresponding to the unique label of its corresponding response; and

(d) delivering prepared replies to corresponding clients.

2. A system for automatically (i) preparing customized communications to each of a plurality of clients, the communications each presenting client response options including non purchase response options, and (ii) replying to non purchase responses from clients with customized replies, the method comprising:

(a) using decision information to automatically select variable information about each of a plurality of clients and automatically inserting the variable information about each client into a client communication, the communication comprising client response options;

(b) appending each client communication to a separate host communication to form a plurality of combined communications, each of the combined communications comprising a client identifying label;

(c) delivering each combined communication to a respective one of the plurality of clients;

(d) receiving a plurality of responses, each response comprising an identifying label and response option information;

(e) inputting the response option information of each of the responses into a system for generating customized replies;

18 (f) preparing a reply to each of the responses, each reply directed to
19 response option information selected by one of the plurality of clients and each
20 reply comprising an identifying label; and

21 (g) delivering the prepared replies to each of the plurality of clients.

a3 1 3. A system for automatically preparing customized communications to each
2 of a plurality of clients, each of the communications including a label and non purchase
3 response options, and replying to non purchase responses from clients with customized
4 replies, the method comprising:

5 (a) using decision information to automatically select variable
6 information about each of a plurality of clients to prepare a customized
7 communication uniquely labeled for each client;

8 (B) delivering each labeled communication to a respective one of the
9 plurality of clients;

10 (C) receiving a plurality of responses, each response identified by a
11 label as coming from one of the plurality of clients;

12 (D) inputting response option information supplied in each of the
13 responses into a system for generating customized replies;

14 (E) preparing a reply to each of the responses, each reply directed to
15 response option information selected by one of the plurality of clients, each reply
16 labeled to correspond to the label of its corresponding response; and

17 (F) delivering replies to each of the plurality of clients.

Add
A4

Lab
C2